In the claims:

1   1.   (Currently Amended) A computer-implemented method for
2   targeting marketing content to an online user, each
3   content having an associated target profile, comprising
4   the steps of:
5   collecting data describing the user, ~~in a user-profile,~~
6   ~~the data~~ including a photographic likeness of the
7   user, in a user profile;
8   comparing the user profile, including information derived
9   from the ~~user's~~ photographic likeness, to a ~~the~~
10   target profile associated with each content; and
11   presenting the online user with marketing content based
12   on the comparison.

1   2.   (Currently Amended) The computer-implemented method of
2   Claim 1, further comprising ~~including~~ the step of
3   dynamically creating content for the online user based on
4   the user profile, wherein the dynamically created content
5   includes a portion of the ~~user profile~~ data describing
6   the user.

1   3.   (Original) The computer-implemented method of Claim 2
2   wherein the dynamically created content includes the
3   photographic likeness of the user.

1   4.   (Currently Amended) The computer-implemented method of
2   Claim [[3]] 1, further comprising the step of altering
3   ~~wherein~~ the photographic likeness ~~is altered~~ to

4   incorporate a portion of the content into the

5   photographic likeness for display to the user.

1   5.   (Currently Amended) The computer-implemented method of

2   Claim [[4]] 1, wherein the step of collecting data

3   includes ~~the step of~~ identifying ~~the location of~~ the

4   user's facial features in the photographic likeness.

1   6.   (Currently Amended) The computer-implemented method of

2   Claim 5, wherein the step of identifying facial features

3   includes identifying ~~identification of the user's~~ eyes,

4   nose, lips, ears and neckline of the user.

1   7.   (Currently Amended) The computer-implemented method of

2   Claim 5, wherein the step of identifying facial features

3   ~~collecting data~~ further includes ~~the step of~~ identifying

4   facial feature characteristics including skin tone and

5   hair color of the user.

1   8.   (Currently Amended) The computer-implemented method of

2   Claim 1, wherein the step of collecting data includes ~~the~~

3   ~~step of~~ tracking the user's online browsing habits.

1   9.   (Original) The computer-implemented method of Claim 1

2   wherein the step of collecting data includes the step of

3   receiving the user's response to context specific survey

4   questions.

1   10.   (Currently Amended) The computer-implemented method of

2   Claim ~~7 wherein~~ 1, further comprising the step of

3   altering the photographic likeness ~~is altered~~ to simulate

4   the application of cosmetics on the ~~photographic likeness~~

5   <u>user</u>.

1   11.   (Currently Amended) The computer-implemented method of

2   Claim ~~1~~ <u>10, further comprising the step of selecting a</u>

3   ~~wherein the~~ color of the cosmetics ~~is selected~~ based on

4   the identified facial ~~feature characteristics~~ <u>features</u>.

1   12.   (Currently Amended) The computer-implemented method of

2   Claim ~~5~~ <u>1, further comprising the step of altering</u>

3   ~~wherein~~ the photographic likeness ~~is altered~~ to simulate

4   the <u>user</u> wearing ~~of~~ jewelry.

1   13.   (Original) The computer-implemented method of Claim 1

2   further comprising the steps of:

3   assigning metrics to the collected data; and

4   creating a data index for the user based on the assigned

5   metrics, whereby the data index identifies the

6   user's preferences and purchasing habits.

1   14.   (Original) The computer-implemented method of Claim 13

2   further including the step of applying a confidence

3   factor to each metric, the confidence factor causing the

4   metric value decay over time.

1   15.   (Currently Amended) A system for targeting marketing

2   content to a plurality of online users comprising:

3   a data storage including:

4   a plurality of user profiles, each user profile

5   requiring data describing a user's

6   demographic and psychographic characteristics

7   and a photographic likeness of the user; <u>and</u>

8   a plurality of online content; a plurality of

9   target profiles, each target profile having

10   an associated content; a processor; and

11   a program memory connected to the processor, the program

12   memory having program instructions stored therein

13   for instructing the processor to perform steps

14   comprising:

15   comparing [[a]] information derived from the

16   associated user's photographic likeness and

17   other information in the user profile, to the

18   target profiles; and

19   presenting the <u>online</u> user with the content

20   associated with the target profiles.

1   16.   (Original) The system of Claim 15 wherein the program

2   memory further includes instructions for instructing the

3   processor to perform the step of dynamically creating

4   content for the online user based on the user profile,

5   wherein the dynamically created content includes the

6   photographic likeness of the user.

1 17. (Original) The system of Claim 16 wherein the program
2 memory further includes instructions for instructing the
3 processor to perform the step of altering the
4 photographic likeness to incorporate a portion of the
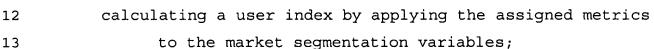5 content into the photographic likeness for display to the
6 user.

1 18. (Original) The system of Claim 15 wherein the program
2 memory further includes instructions for instructing the
3 processor to perform the step of identifying the location
4 of the user's facial features in the photographic
5 likeness.

1 19. (Original) The system of Claim 18 wherein the
2 photographic likeness is altered to simulate the
3 application of cosmetics on the photographic likeness.

1 20. (Original) The system of Claim 15 wherein the program
2 memory further includes instructions for instructing the
3 processor to perform the steps of assigning metrics to
4 the user profile data, and creating a data index for the
5 user based on the assigned metrics, whereby the data
6 index identifies the user's preferences and purchasing
7 habits.

1 21. (Currently Amended) A method for targeting marketing

2   content to <u>an online</u> ~~a~~ user having an associated user

3   profile requiring a photographic likeness of the user,

4   each targeted content having an associated target profile

5   defined by market segmentation variables, comprising the

6   steps of:

7   assigning metrics to data elements in the user profile,

8   each metric representing either an incremental or

9   detrimental change in a market segmentation

10   variable, and including a confidence factor that

11   decays over time;

12   calculating a user index by applying the assigned metrics

13   to the market segmentation variables;

14   comparing the user index to the target profile associated

15   with each content; and

16   presenting the <u>online</u> user with content based on the step

17   of comparing.

1 22. (Original) The computer-implemented method of Claim 21

2   further including the step of dynamically creating

3   content for the online user based on the user profile,

4   wherein the dynamically created content includes a

5   portion of the user profile.

1 23. (Original) The computer-implemented method of Claim 21

2   wherein the step of assigning metrics includes assigning

3   metrics to information derived from the user's

4   photographic likeness.

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1 24. (Original) The computer-implemented method of claim 23
2   wherein the photographic likeness is altered to
3   incorporate a portion of the content into the
4   photographic likeness for display to the user.

1 25. (Original) The computer-implemented method of Claim 24
2   wherein the photographic likeness is altered to simulate
3   the application of cosmetics on the photographic
4   likeness.

1 26. (Original) The computer-implemented method of Claim 24
2   wherein the photographic likeness is altered to simulate
3   the wearing of clothing.

1 27. (Currently Amended) A method for targeting marketing
2   content to an online user, each content having an
3   associated target profile including at least one market
4   segmentation variable and each online user having an
5   associated user profile requiring a photographic likeness
6   of the user and including a plurality of other data
7   elements, comprising the steps of:
8   collecting data describing the user in the user profile,
9   the data including responses to context sensitive
10   questions;
11   comparing the information derived from the associated
12   user's photographic likeness and the context
13   sensitive questions, to the target profile
14   associated with each content; and
15   presenting the <u>online</u> user with content based on the
16   comparison.

1 28. (Original) The method of Claim 27 further comprising the
2   steps of:
3   identifying at least one deficient data element from the
4   user profile;
5   identifying content having an associated market
6   segmentation variable that relates to the deficient
7   data element; and
8   creating a context sensitive question based on the
9   identified content, wherein the answer to the
10   context sensitive question is collected in the
11   deficient data element.

1 29. (Original) The method of Claim 28 further comprising the
2   step of dynamically creating content for the online user
3   based on the user profile, wherein the dynamically
4   created content includes a portion of the user profile.

30. (Previously Cancelled)

1 31. (Currently Amended) The method of Claim 27 wherein the
2   photographic likeness is altered to incorporate a portion
3   of the content into the ~~photographic,~~ photographic
4   likeness for display to the user.

1 32. (Original) The method of Claim 31 wherein the
2   photographic likeness is altered to simulate the
3   application of cosmetics on the photographic likeness.

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